

The Iron County Record

The Leading Newspaper of Southern Utah.

Established December, 1893.

Independent — — — Aggressive
A. D. McGuire . . . Editor and Manager

Entered at the Postoffice at Cedar City, Utah, as Second-Class Matter

SUBSCRIPTION \$1.50 a YEAR

Address all communications to the Editor and make all remittances payable to the Record. Display advertising rates quoted on request. Local and Classified notices 10c a line for the first insertion and 5c a line for each subsequent insertion.

FRIDAY, OCTOBER 11, 1912.

POLITICAL ANNOUNCEMENTS

For Representative

The Record is authorized to announce that
WILFORD DAY

is a candidate for Representative in the State Legislature from Iron county, subject to the action of the Republican county convention.

Shockingly Disgusting

The practice of men drinking on the streets of the city is becoming altogether too frequent. Recently the number of such occurrences have been such as to startle the self-respecting, law-abiding residents of the city.

If a man's lack of respect for himself and his manhood is such that he wants to debauch his mind and besmirch his person with intoxicants, he should get out of the sight and presence of respectable people. For men, young men, women, young girls and children to have such disgusting, degrading, vicious habits thrust upon them is a violation of right and a travesty on our laws, to say nothing of the insult to our boasted christian civilization.

It is nothing unusual to see these disciples of rum, on the residence streets with an upturned bottle of whiskey, gurgling its contents with great gusto—and some profanity. Young ladies pass by in fright lest they be insulted by the words, as they are insulted by the conduct of the culprits.

Not only is the drinking publicly a source of insult and disgust to the better class of citizens, but the number of intoxicated individuals is a disgrace to the city. The offenders should be apprehended and prosecuted in every possible instance. The marshal cannot do it alone without the assistance of the people, and none should fail to give the officers all the aid within his power to assist in punishing the guilty.

The laws intended to prevent the sale of liquor are being violated in a most flagrant manner, of this there is a little doubt. It seems that something must be wrong when a few individuals can put to naught the will of the majority of the people. It is very evident that they are doing just this much, and what the authorities and the people are going to do about is an open question.

Judging, however, from the number of persons who have spoken to the writer with respect to the situation within the last ten days, some very vigorous action may be looked for unless conditions change within the very near future.

Advertising

Not long since one of the leading business men of the city asked the writer to discuss the subject of advertising in as brief a manner as the importance of the subject would permit in a future issue of the Record. This business man firmly believes in advertising—in fact is a persistent advertiser—but one of his associates has not yet fully comprehended its value. There may be others who do not fully appreciate the force of advertising, and for this reason we have decided to refer to the subject in these columns.

In the first place, anything that extends or increases the knowledge of an article, a business or an individual, is, in its fullest sense advertising, or publicity. For advertising is but another name for publicity, a sort of commercial phrase.

Twenty years ago advertising as a scientific feature of the commercial world was but little recognized. It was sufficient for a merchant to say he was a "dealer in hats, caps, boots, shoes, rubbers and ready-made clothing," to him these words told it all. For the most part the merchants advertising in those days consisted of printing the name and nature of the business on the wrapping paper and paper bags used in filling customers' orders, and the distribution of a few almanacs with the same wording printed on them as appeared on the wrapping paper and bags. The almanacs were not bad advertising, for calendars were not very generally used at that time.

It is within the last twenty years that advertising has reached a position where it occupies a place second to none in the business affairs of the world, especially in America, where it has reached its highest point of development. Anything that

will direct attention to another thing, is advertising. Thus, the mention of a physician's name where a number are present, his name appearing in the newspapers in connection with serious operations or recoveries from dangerous diseases, the building by a contractor of a house that is both beautiful and substantial, the doing of a piece of work by a workman in a prompt and thorough manner, the prompt and accurate delivery of goods by a merchant, being ready and quick to serve customers, courteous in conversation (this includes all employees of the concern), are all advertising for they tend to create a liking for the particular individual or concern.

However, the most powerful advertising factor is the public, printed announcement, and it is in this that the science of advertising is most in evidence. The best writers, the best printers and the best artists to be had are engaged in this department of advertising, and the salaries paid for their services are in many instances enormous.

The biggest advertising successes the world has ever known were achieved through the medium of printing exclusively. The big mail order houses of Sears, Roebuck & Co., Montgomery Ward & Co., John M. Smith Co., and others, have built up a business amounting to millions of dollars annually by advertising ALONE. Every dollar these firms receive is the result of advertising, for they refuse to sell to persons living in the cities in which they are located. It is said that the advertising manager of Montgomery Ward & Co. receives \$7,000 a year for his services. A typical case of advertising success is that of the International Correspondence Schools of Scranton, Pa. This school has reached proportions that a few years ago would have been considered impossible. It expends more than \$200,000 yearly in printed advertising.

An advertiser, to get permanent results, must live up to his every representation, every claim made respecting the quality of his product. Advertised articles are usually of the best quality, particularly those that have been on the market a considerable length of time. To indicate the permanent effect of persistent advertising, it is only necessary to give some apt illustrations. Who does not remember such articles and phrases as, Force, and "Jim Dumps," Postum, "There's a Reason," Cascarots, "They Work While You Sleep," Wilson's Whiskey, "That's All," Victor Talking Machines, the Cox and "His Master's Voice," and many others. These few articles serve to show the value of advertising if the advertiser "keeps everlastingly at it."

Newspaper advertising has been known to get results for nine years. So that the effect of advertising is so far reaching and lasting that its full effect can not be determined, but if properly applied will bring adequate results every time.

The subject is too big to be discussed in full in this column, but we trust the above facts may tend to give some of our readers a clearer conception of the power of advertising.

It would be a pleasure to walk on concrete sidewalks the full length of Main street, and across town to the Normal. The students would find it so much more pleasant to go and come without having to wade through slush and mud, and—but what's the use?

The man who maintains that the supply of an article does not govern its price, is on a par with the fellow who declares that the earth is flat as a pan cake and the mountains are like unto blisters thereon—It may sound as good as a theoretical proposition, put as a creature of fact it has no standing.

It is said that some people object to the inference made by the Record that Principal E. B. Dalley is taking a commendable degree of interest in the work of the public schools. Nevertheless, he is a pretty good principal and those who pay the taxes will hardly be found making any objections to him on such grounds.

The Democrats were able to find enough pretty good men to name a full county ticket; which permits the assumption that the Republicans will be able to do as well. However, judging from the number of known candidates, or rather the lack of number, with but one or two exceptions, the nominations will doubtless be by acclamation.

The Record, along with other leading papers of the country, is complying as rapidly as possible with the new federal law respecting advertising, although we consider it an imposition on both the newspapers and the public, and shall have something to say respecting its merits in the near future. There are, however, a number of papers that will not obey the law until prosecution stares them in the face.

BIG DROP IN FLOUR

Get Your Year's Supply Now While Prices Are Low

PRICES AT LUND

BELLE OF THE WEST	\$2.85 per cwt.
PATENT T	
PERFECTION	\$2.60 per cwt.
PURITY T	
FANCY T	\$2.25 per cwt.

These are the BEST two brands of Flour in the State, take your choice.

Sugar still - - - \$6.95

Low prices on Lumber, Shingles, Wire Fencing, Case Goods, etc. Remember we handle as much stock as any two houses in Southern, Utah, hence can make the prices.

H. J. DOOLITTLE CO.

LUND, :: UTAH

Southern Utah Hospital.

Equipped to give special attention to those requiring the care of a hospital.

Clean, sanitary rooms and beds
Latest surgical appliances. A
home-like place for the sick.

DR. A. N. LEONARD { Resident Surgeons
DR. C. M. CLARK { Associate Surgeons
DRS. ALLEN & MIDDLETON,

OFFICERS

E. J. MILNE President DR. H. R. SPRAGUE Vice President W. G. HUNTER Secretary JOHN K. HARDY Treasurer

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Rocky Mountain Insurance Agency Co

213-216 ATLAS BLOCK, SALT LAKE CITY, UTAH

Handling Life, Fire, Plate Glass Insurance
and Surety Bonds. Exclusive agents for
the GREAT EASTERN CASUALTY
COMPANY of New York.

"The Company That Does Pay"

Local Adjustment of all Claims
THE BANK OF SOUTHERN UTAH

C. M. CLARK, Medical director for Great Eastern BROOKS & BRINGHURST,
Dr. A. N. LEONARD, Medical Examiner for Kansas City Life. Special District Agents

Lime When You Want It

I carry lime in Stock at all times. Can Supply Lump or Putty in large or small Quantities at a Moment's Notice.

Delivery made to any part of Iron County

John E. Dover

Phone 5-8 Cedar City, Utah.

"Pledge of Purity" Fountain

Come in and see our new sanitary Soda Fountain. It will appeal to your sense of sight—your love of the artistic and beautiful.

HEALTHFUL

The soda water, syrups, fruit juices, and ice cream served at this fountain are guaranteed to be of the purest and to contain no adulterations which will affect the health of the most delicate child. See our "Pledge of Purity."

The difference between our Soda Water and the old time ordinary soda is about the same as a kiss by moonlight and one by mail.

The Royal Bakery